

Application No.: 10/670,974  
Attorney Docket No.: 21882-0001-U1

### B. AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

We claim:

1. (Canceled).
2. (Canceled).
3. (Canceled).
4. (Canceled).
5. (Canceled).
6. (Canceled).
7. (Canceled).
8. (Canceled).
9. (Canceled).
10. (Canceled).
11. (Canceled).
12. (Canceled).
13. (Previously presented). A picture frame assembly comprised of:
  - a frame member having a front surface and a rear surface separated by a perimeter edge, the frame member adapted to receive and retain a transparent member;
  - a backing member having a display surface and a rear surface separated by a side edge, the rear surface having mounting means for mounting on a mounting surface; and
  - attachment means for removably attaching the front member and the backing member;wherein the frame member is further comprised of matting;

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wherein the attachment means is selected from the group consisting of protruding edges, spring retainers, clips, spring loaded ball devices, magnets, hook and loop fasteners, and combinations thereof;

wherein the backing member further comprises artwork retaining means is comprised of at least one elastic band;

wherein the display surface further comprises a groove for retaining each at least one elastic band in a desired orientation; and

wherein the groove is further comprised of a raised surface at about the longitudinal center of the groove.

14. (Canceled).

15. (Canceled).

16. (Canceled).

17. (Canceled).

18. (Canceled).

19. (Canceled).

20. (Previously presented). A picture frame assembly comprised of:

a frame member having a front surface and a rear surface divided by a perimeter edge, the frame member having a transparent member and matting in contact with the transparent member;

a backing member removably attached to the frame member by attachment means, the backing member having a display surface and a rear surface separated by a side edge, the rear surface having mounting means for mounting on a mounting surface;

wherein the attachment means are selected from the group consisting of protruding edges, spring retainers, clips, spring loaded ball devices, magnets, hook and loop fasteners, and combinations thereof; and

wherein the artwork retaining means is comprised of at least one elastic band, and wherein the display surface further comprises a groove for retaining each at least

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one elastic band in a desired orientation, wherein the groove is further comprised of a raised surface at about the longitudinal center of the groove.

21. (New) A picture frame assembly comprised of:

a frame member having a front surface and a rear surface divided by a perimeter edge, the frame member having a transparent member and matting in contact with the transparent member;

a backing member removably attached to the frame member by attachment means, the backing member having a display surface and a rear surface separated by a side edge, the rear surface having mounting means for mounting on a mounting surface;

wherein the attachment means are selected from the group consisting of protruding edges, spring retainers, clips, spring loaded ball devices, magnets, hook and loop fasteners, and combinations thereof; and

wherein the artwork retaining means is comprised of at least two elastic bands, and wherein the display surface further comprises at least two parallel grooves, each groove disposed for retaining one of the elastic bands in a desired orientation along the longitudinal center of the groove.